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## Nature Fresh Leafy Greens

*Dr. Jake Holley*



Also in August, [Nature Fresh Farms](#) announced a unique partnership with [Revol Greens](#), allowing the tomato/cucumber/pepper/berry producer an entry into the leafy greens market.

Nature Fresh has been a dominant producer of vine crops, spanning more than 2,500 acres under glass across Canada, the U.S. and Mexico. I often pick up their tomatoes at my local store, in part because they're growing interesting varieties that stand out on the

shelf.

The explosion of leafy greens in CEA has been no secret. Companies like Gotham Greens, Little Leaf Farms and BrightFarms have been scaling quickly. The partnership between Revol Greens and Nature Fresh aims to combine Revol's expertise and facilities with the brand recognition that Nature Fresh brings. For consumers, that could mean a single label offering both fresh greens and flavorful vine crops year-round.

"This partnership with Revol Greens aligns perfectly with our strategic growth plans and reinforces our commitment to advancing sustainable agriculture solutions," said Patrick Criteser, CEO at Nature Fresh Farms, in the company's announcement. "The leafy greens segment offers tremendous potential for innovation and consumer value creation through controlled environment agriculture, and we're excited to bring our proven approach to this important market category." **IG**